

## Press release Merkle – a dentsu company

### **Annika Kirchhof is Head of Sales Germany at Merkle**

The digital expert will be responsible for the full-service digital agency's new client activities in Germany.

**Hamburg, 14. December 2021 – [Merkle – a dentsu company](#), a data-driven full-service agency for customer experience management (CXM), appoints Annika Kirchhof as their new Head of Sales Germany. Kirchhof officially takes on the new position as of 1 November 2021 and is responsible for the digital agency's new client business in the German market. Merkle is part of the dentsu group and is the largest brand within the DACH region.**

Kirchhof has more than 10 years of professional experience in the digital industry. She joined Merkle (formerly Namics) in early 2021 and started at the Hamburg office as Principal Consultant New Business. Previously, she worked for several years at the digital agency hmmh from the Plan.Net Group in various sales and digital transformation. Kirchhof gained additional media experience at Weser Kurier before joining Territory, a content agency with a focus on digital topics, where she was responsible for digitalisation projects for well-known B2B clients.

In her new role at Merkle, she is responsible for the expansion of new client business in Germany. This includes, above all, the decisive design of the acquisition and onboarding process as well as the development of a forward-looking vision for new customers with her team. As Head of Sales Germany she reports to Tobias Hollritt, Head of Sales & Alliances DACH.

**Daniela Stofer, Managing Director Merkle Germany:** *"With Annika Kirchhof, we have a sales expert with a great deal of flair and passion for everything digital as well as years of experience in customer contact. She will use her extensive sales and industry knowledge to further advance our German business and establish Merkle as a key player in the market. I am very happy about the further female power in our leadership team."*

**Annika Kirchhof, Head of Sales Germany at Merkle:** *"I am very much looking forward to driving and shaping new business for Merkle with the great team in Germany. For me, there is no more exciting challenge than to develop the vision for our customers to the point and present it convincingly in the shortest possible time. I look forward to working with all areas within the agency and showing the German market and clients: 'We are a force to be reckoned with'."*

-ENDS-



*Annika Kirchhof, Head of Sales Germany at Merkle – a dentsu company.*

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## **About Merkle**

Merkle is a leading data-driven customer experience management (CXM) company that specializes in the delivery of unique, personalized customer experiences across platforms and devices. The company's heritage in data, technology, and analytics forms the foundation for its unmatched skills in understanding consumer insights that drive hyper-personalized marketing strategies.

With 12,000+ employees worldwide and 1,200 in the DACH region, Merkle drives improved marketing results and competitive advantage for the Top 500 companies throughout the region as well as Eastern Europe. Our digital enthusiasts combine their expertise in Digital Transformation Strategy, MarTech Platforms, Creation, User Experience (UX), Customer Relationship Management (CRM), Data, Commerce, Mobile and Content Management System (CMS). Together we inspire transformation. We dream, we do, we deliver.

The company has offices in Switzerland, Germany and Austria as well as locations in the Czech Republic, Serbia and Portugal. In 2016, Merkle joined dentsu, forming the largest brand within the group. For more information visit <https://merkleinc.de/en> and follow us on [LinkedIn](#).

## **About dentsu international**

Part of dentsu, dentsu international is made up of six leadership brands – Carat, dentsu X, iProspect, Isobar, dentsumcgarrybowen, Merkle, and supported by its specialist brands. Dentsu International helps clients to win, keep and grow their best customers and achieve meaningful progress for their businesses. With best-in-class services and solutions in media, CXM and creative, dentsu international operates in over 145 markets worldwide with more than 45,000 dedicated specialists. <http://www.dentsu.com>